

30 December 2025



**Dotdigital Group plc**  
("Dotdigital" or the "Group")

### Transaction in Own Shares

**Dotdigital Group plc** (AIM: DOTD), the leading SaaS provider of an all-in-one customer experience and data platform (CXDP), announces that it has made the following purchases of ordinary shares of 0.5 pence each in the capital of the Group ("Ordinary Shares") from Canaccord Genuity Limited on the London Stock Exchange pursuant to the Share Buyback Programme announced on 10 December 2025.

|                                                            |                              |
|------------------------------------------------------------|------------------------------|
| Date of purchase                                           | 29 December 2025             |
| Number of Ordinary Shares purchased (aggregated volume):   | 54,000                       |
| Highest Price paid per Ordinary Share (p):                 | 66.90                        |
| Lowest Price paid per Ordinary Share (p):                  | 66.70                        |
| Volume Weighted Average Price paid per Ordinary Share (p): | 66.74                        |
| Venue where Ordinary Shares are traded                     | London Stock Exchange (AIMX) |

The Group will hold the repurchased shares in treasury. Following the purchase, the number of Ordinary Shares in issue and admitted to trading on AIM will be 305,815,946 (excluding treasury shares), and the Group will hold 2,641,000 ordinary shares in treasury.

This figure of 305,815,946 Ordinary Shares may be used by shareholders in the Group as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change of their interest in, the share capital of the Group under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

The Group will make further announcements in due course following the completion of any further purchases pursuant to the Share Buyback Programme.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedule below contains detailed information about the purchases made by Canaccord Genuity Limited on behalf of the Group.

#### Individual transactions:

| Number of shares purchased | Transaction price (pence per share) | Time of transaction | Trading venue                |
|----------------------------|-------------------------------------|---------------------|------------------------------|
| 35,000                     | 66.70                               | 12:55:21            | London Stock Exchange (AIMX) |
| 5,000                      | 66.70                               | 15:06:20            | London Stock Exchange (AIMX) |
| 5,000                      | 66.80                               | 15:53:33            | London Stock Exchange (AIMX) |
| 9,000                      | 66.90                               | 16:36:48            | London Stock Exchange (AIMX) |

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**About Dotdigital**

Dotdigital Group plc (AIM: DOTD) is a leading provider of cross-channel marketing automation technology to marketing professionals. Dotdigital's customer experience and data platform (CXDP) combines the power of automation and AI to help businesses deliver hyper-relevant customer experiences at scale. With Dotdigital, marketing teams can unify and enrich their customer data, identify valuable customer segments, and deliver personalised cross-channel customer journeys that result in engagements, conversions, and loyalty.

Founded in 1999, Dotdigital is headquartered in London with offices in Manchester, Southampton, New York, Melbourne, Sydney, Singapore, Tokyo and Cape Town. Dotdigital's solutions empower over 4,000 brands across 150 countries.

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